We claim:

1. A method for treating or preventing alopecia, comprising administering to a subject in need thereof an amount effective for treating or preventing alopecia of at least one active agent comprising a sequence of at least three contiguous amino acids of groups R^1-R^8 in the sequence of general formula I

$$R^1\text{-}R^2\text{-}R^3\text{-}R^4\text{-}R^5\text{-}R^6\text{-}R^7\text{-}R^8$$

wherein R^1 is selected from the group consisting of H, Asp, Glu, Asn, Acpc (1-aminocyclopentane carboxylic acid), Ala, Me^2Gly, Pro, Bet, Glu(NH_2), Gly, Asp(NH_2) and Suc,

R^B is selected from the group consisting of Arg, Lys, Ala, Orn, Ser(Ac), Sar, D-Arg and D-Lys;

R^3 is selected from the group consisting of Val, Ala, Leu, Lys, norLeu, Ile, Gly, Pro, Aib, Acpc and Tyr;

R^4 is selected from the group consisting of Tyr, Tyr(PO_3)$_2$, Thr, Ser, Ala, homoSer and azaTyr;

R^5 is selected from the group consisting of Ile, Ala, Leu, norLeu, Val and Gly;

R^6 is selected from the group consisting of His, Arg or 6-NH_2-Phe;

R^7 is selected from the group consisting of Pro or Ala; and

R^8 is selected from the group consisting of Phe, Phe(Br), Ile and Tyr,

excluding sequences including R^4 as a terminal Tyr group.

2. The method of claim 1 wherein the active agent comprises a sequence of at least four contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

3. The method of claim 1 wherein the active agent comprises a sequence of at least five contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

4. The method of claim 1 wherein the active agent comprises a sequence of at least six contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

5. The method of claim 1 wherein the active agent comprises a sequence of at least seven contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

6. The method of claim 1 wherein the active agent consists essentially of a sequence of at least three contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

7. The method of claim 1 wherein the active agent consists essentially of a sequence of at least four contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

8. The method of claim 1 wherein the active agent consists essentially of a sequence of at least five contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

9. The method of claim 1 wherein the active agent consists essentially of a sequence of at least six contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

10. The method of claim 1 wherein the active agent consists essentially of a sequence of at least seven contiguous amino acids of groups R^1-R^8 in the sequence of general formula I.

11. The method of claim 1 wherein the active agent comprises a sequence selected from the group consisting of angiotensinogen, SEQ ID NO:1, SEQ ID NO:2, SEQ ID

NO:3, SEQ ID NO:4, SEQ ID NO:5, SEQ ID NO:6, SEQ ID NO:7, SEQ ID NO:8, SEQ ID NO:9, SEQ ID NO:10, SEQ ID NO:11, SEQ ID NO:12, SEQ ID NO:13, SEQ ID NO:16, SEQ ID NO:17, SEQ ID NO:18, SEQ ID NO:19, SEQ ID NO:20, SEQ ID NO:21, SEQ ID NO:22, SEQ ID NO:23, SEQ ID NO:24, SEQ ID NO:25, SEQ ID NO:26, SEQ ID NO:27, SEQ ID NO:28, SEQ ID NO:29, SEQ ID NO:30, SEQ ID NO:31, SEQ ID NO: 32, SEQ ID NO:33, SEQ ID NO: 34; SEQ ID NO:35, SEQ ID NO:36, SEQ ID NO:37, SEQ ID NO:38, SEQ ID NO:39, SEQ ID NO:40, SEQ ID NO:41, SEQ ID NO:42, SEQ ID NO:43, SEQ ID NO:44, SEQ ID NO:45, SEQ ID NO:46, SEQ ID NO:47, SEQ ID NO:48, SEQ ID NO:49, and SEQ ID NO:50.

12. The method of claim 1 wherein the active agent comprises the amino acid sequence of SEQ ID NO:4 or SEQ ID NO:41.

13. The method of claim 1 wherein the active agent consists essentially of a sequence selected from the group consisting of angiotensinogen, SEQ ID NO:1, SEQ ID NO:2, SEQ ID NO:3, SEQ ID NO:4, SEQ ID NO:5, SEQ ID NO:6, SEQ ID NO:7, SEQ ID NO:8, SEQ ID NO:9, SEQ ID NO:10, SEQ ID NO:11, SEQ ID NO:12, SEQ ID NO:13, SEQ ID NO:16, SEQ ID NO:17, SEQ ID NO:18, SEQ ID NO:19, SEQ ID NO:20, SEQ ID NO:21, SEQ ID NO:22, SEQ ID NO:23, SEQ ID NO:24, SEQ ID NO:25, SEQ ID NO:26, SEQ ID NO:27, SEQ ID NO:28, SEQ ID NO:29, SEQ ID NO:30, SEQ ID NO:31, SEQ ID NO: 32, SEQ ID NO:33, SEQ ID NO: 34; SEQ ID NO:35, SEQ ID NO:36, SEQ ID NO:37, SEQ ID NO:38, SEQ ID NO:39, SEQ ID NO:40, SEQ ID NO:41, SEQ ID NO:42, SEQ ID NO:43, SEQ ID NO:44, SEQ ID NO:45, SEQ ID NO:46, SEQ ID NO:47, SEQ ID NO:48, SEQ ID NO:49, and SEQ ID NO:50.

14. The method of claim 1 wherein the active agent consists essentially of the amino acid sequence of SEQ ID NO:4 and SEQ ID NO:41.

15. The method of claim 1 wherein the alopecia is associated with a disorder selected from the group consisting of adrenergic alopecia, telogen effluvium, alopecia areata, traumatic alopecia, anagen effluvium, nutritional deficiencies, metabolic defects, marked weight loss, diabetes, hypervitaminosis, hypovitaminosis, zinc deficiency, alopecia vulgaris, alopecia pustulosa, alopecia erythrodermica, alopecia arthropathica, para-alopecia, palmoplantar pustulosis, ichthyoses; keratodermias; and genodermatoses with pathological cornification disorders.

16. The method of claim 1 further comprising treating the subject with an amount effective of another compound for treating or preventing alopecia, selected from the group consisting of minoxidol, keratinocyte growth factor, fibroblast growth factor, epidermal growth factor, butyric acid and its derivatives, ammonium trichloro(dioxy ethylene-0,0') tellurate, interleukin 1, prostaglandin E2, cyclosporine A, corticosteroids and calcitriol.